

EMPLOYMENT OPPORTUNITY ANNOUNCEMENT

DEPARTMENTS OF THE ARMY AND AIR FORCE
OFFICE OF THE ADJUTANT GENERAL
NORTH CAROLINA NATIONAL GUARD
HUMAN RESOURCES OFFICE
4105 REEDY CREEK ROAD
RALEIGH, NORTH CAROLINA 27607-6410

ANNOUNCEMENT #: ARNGT 07-265/ANG 07-46

OPENING DATE: 17 August 2007

CLOSING DATE: 17 September 2007

ANTICIPATED FILL DATE: 14 Oct 07

POSITION TITLE AND NUMBER

Public Affairs Specialist,
PDCN R8358000/F8083000, MD# 1210-404

UNIT/ACTIVITY AND DUTY LOCATION

JFHQ-DCMA, NCARNG
Raleigh, North Carolina

GRADE AND SALARY (Includes Locality Pay of 16.18%)

GS-1035-12 \$65,411.00 - \$85,037.00 per annum

EMPLOYMENT STATUS

Excepted Service

WHO CAN APPLY: The area of consideration for this announcement is the NATIONWIDE. Applications will only be accepted from current Excepted employees of the North Carolina National Guard, current military members of the North Carolina National Guard and individuals who are eligible and willing to enlist in the North Carolina National Guard.

HOW TO APPLY: Interested applicants may apply by submitting an Application for Federal Employment (Standard Form 171), Optional Application for Federal Employment (Optional Form 612), resume or any other form of application. It is required that the Knowledge, Skills and Abilities (KSA) listed below be addressed and attached to the application. The application and KSA Statement should be mailed to the North Carolina National Guard, ATTN: JFHQ-NC-HRO, 4105 Reedy Creek Road, Raleigh, NC 27607-6410. It must be received not later than the closing date or if mailed postmarked by the closing date. **NOTE:** Information that must be provided when applying for a technician position is as follows: announcement number; name; address; telephone number; social security number, date of birth; citizenship; education; work experience; and other job-related qualifications. For more information, call 1-800-621-4136 ext. 6172/6431.

QUALIFICATION REQUIREMENT: Must have 36 months specialized experience which demonstrates that the applicant has acquired the below listed KSA's. The application or resume must reflect the required 36 months experience. Education may be substituted for experience when applicable and the appropriate transcripts are submitted with application. In-service placement actions will be considered when applicable.

KNOWLEDGE, SKILLS ABILITIES (KSA'S)

Below are listed the KSA's for this position. Applicants must address each KSA individually in paragraph format by explaining any civilian and military work experience (*with inclusive dates that reflect 36 months of specialized experience*) that provided that KSA. It is required that this statement be attached to the application. Failure to do so will result in the applicant not being considered for this position. For more information or assistance, call 1-800-621-4136 ext. 6172/6431.

1. Knowledge applicable to a wide range of duties involving oral and written communication principles, practices, techniques, and methods; analytical methods; and interpersonal relations practices. The incumbent must possess:
2. Skills in applying knowledge in the modification of standard methods and the adaptation of approaches in developing new information material to enhance understanding and support of National Guard programs and/or significant issues.
3. Skills in identifying the information needs of various audiences and the most effective methods of assessing their reactions to information provided.
4. Skills facilitating evaluation of information program effectiveness.
5. Knowledge and skill sufficient for determining appropriate information for internal/external publics respectively, and for using discretion in releasing controversial material.
6. Skills in developing and maintaining effective relationships with media representatives, unit assigned public affairs personnel and various external groups, to establish and enhance intercommunication between the National Guard and its audiences utilizing media resources.

CONDITION OF EMPLOYMENT: 1. Occupants of this position must maintain continuous military membership in the North Carolina National Guard (NCNG). NCNG status (military grade, MTOE or TDA assignment, MOS/SSI, military unit) and experience must be entered on the application. The recommended applicant will not be approved for appointment/promotion until they occupy a compatible MOS in the NCARNG shown under Military Assignment on the reverse side of this announcement. 2. The applicant selected for this position will be required to participate in the Direct Deposit/Electronic Fund Transfer Program.

MILITARY ASSIGNMENT: Assignment to a compatible Officer position in the NCNG is mandatory. (OFF: 42A, 46A; AFSC: 35PX)

EVALUATION FACTORS USED: Personal interviews, review of application and the KSA Statement.

PRINCIPLE DUTIES AND RESPONSIBILITIES: This position is located in the State Headquarters. The primary purpose of this position is to serve the Civil/Military Affairs Specialist responsible for all Army and Air National Guard public, community, and media relations programs within the state. The incumbent will perform the following duties: Plans, develops, implements and evaluates the state Civil/Military Affairs (C/M) program. Through media and audience analysis, determines C/M Affairs program needs and organizational direction to achieve National Guard C/M goals. Formulates long range plans, and develops policies to enhance public understanding, support and acceptance of the Adjutant General and program managers on sensitive or controversial PA matters. Develops and writes information materials designed to reach audiences through various media such as wire service, radio, television, and newspaper. Prepares materials specifically to explain or describe NG missions, requirements, capabilities, accomplishments, policies and programs. Written materials include feature stories, background statements, special reports, etc. Establishes and implements short and long range plans for print and electronic media programs. Coordinates, supervises, and evaluates media servicing activities. Targets and services statewide media markets with print, photographic and electronic materials in support of publicizing the National Guard story. Responds to media requests for information of both a routine and controversial nature. Prepares or assembles information kits; edits and rewrites informational material; releases photographs and/or feature stories to news media; studies current issues, coordinates news interviews, and prepares questions to be addressed; arranges photographic and electronic media coverage of newsworthy events involving the National Guard; ensures maintenance of unclassified photo library of appropriate material for news releases; and coordinates public affairs airlift and orientation flights for media representatives. Provides C/M advice to the AG and staff in support of policies and programs of interest to internal audiences. Analyzes, coordinates, and updates Command Information (CI) plans, policies and programs. Prepares and coordinates special projects to inform all guard members, technicians, families and employers of new policies, programs, or activities. Provides guidance and support to subordinate commands on CI matters. Coordinates CI projects with NGB staff or other agencies as appropriate. Researches and analyzes trends in attitudes and opinions of internal audiences to redevelop/refine CI plans and policies. Oversees production of print and electronic media CI projects. Advises and assists Unit Civil/Military Affairs Representatives (UPARs) and/or other personnel assigned civil/military responsibilities. Develops directives, furnishes policy/procedures, and evaluates subordinate level program effectiveness. Designs, coordinates and conduct educational and training programs to ensure UPAR knowledge of functional C/M programs and activities. Analyzes UPAR performance and/or programs to evaluate and increase effectiveness in achieving overall PA objectives. As C/M Representative for the state AG, establishes and maintains close working relationships with officials of various civic, media, veterans, and community groups, as well as state government officials outside the National Guard. Expands the base of public support through such relationships, and promotes the interests of NG programs which may be at odds with interests of respective groups. Serves as point of contact with veteran organizations of defense related associations requesting information from the NG. Responds to public requests and develops materials that expound on the nature and purpose of the NG. Also responds to requests for information under the Freedom of Information Act (FOIA). Assists the ARNG State Recruiting and Retention Manager and ANG Senior Recruiter by providing media placement and print and electronic media support; developing public service announcements; and supporting recruiting drives and special events. Acts as the POC for NGB Historical Services Team for all historical matters. Serves as coordinator for units and individuals entering annual military print and electronic media competitions. Provides C/M annexes to state NG contingency plans. Provides information to NGB for national and/or regional use. Advises NGB of activities and/or incidents that may generate national, regional, or local criticism, and that may create media, community or congressional interest. Participates in budget process to ensure funding requirements are identified and adequate funds are requested and available for PA operations. Serves as the Deputy Director of Military/Civil Affairs (DMCS) responsible for Joint Civil and Military affairs programs with the state. These programs include, but are not limited to, Ceremonial Programs, Innovative Readiness Training Programs, STARBASE, Tarheel Challenge, Community Events, ESGR, Public Information Operations and Partnership for Peace (PFP). Incumbent exercises managerial authority over these programs. Performs other duties as assigned.

INSTRUCTIONS TO COMMANDERS/SUPERVISORS: This position vacancy announcement will be given the broadest possible dissemination. A copy of this announcement will be posted to your unit/activity bulletin board.

ADDITIONAL INSTRUCTIONS: 1. Participants in the Selected Reserve Incentive Program will be administered as prescribed by NGB Pamphlet 600-15.

2. Applicants are requested to identify, on a separate sheet of paper, their race and national origin from one of the following categories; Male or Female; American Indian or Alaskan native; Asian or Pacific islander; Black, not of Hispanic origin; Hispanic; White, not of Hispanic origin. Submission of this information is voluntary and will be used in support of the NCNG Equal Employment and Affirmative Action Programs.

3. A permanent change of station (PCS) will not be authorized for the individual selected for this position unless agreed upon in advance by HRO and a PCS order is prepared prior to effective date.

4. Males born on or after 1 January 1960 must be registered with the selective service in order to be considered for federal employment.

INFORMATION SUBMITTED WILL BE USED ONLY IN ACCORDANCE WITH THE PRIVACY ACT OF 1974

DISTRIBUTION: A, B, C-2, G-25, H-3, J-3, K-3, M, N-12, P-9, Q, W-2, Y-2, R:, HRO-1, AGAV-1, AGCS-3, DCSANG-1, DCSLOG/G4-4, DCSOI-3, DCSPER-3, FMCB-2, IG-1, SCSM-1, SRAA-1, VCSOP-1